

## CLAIMS

I claim:

1. A marketing tool in the form of an enhanced interactive acrostic puzzle which can be played by one or more players on any of several computers or similar devices, or in an interactive television game show mode.
2. A means for said devices in Claim 1 to display a quotation from a book or similar source that is linked to a topic related to the services or products of a marketer.
3. A means to replace one or more verbal clues of said interactive acrostic puzzle of Claim 1 with pictorial or auditory clues.
4. A means to show actions required to complete said interactive acrostic puzzle of claim 1 being carried out by one or more pictorial animated figures.
5. A means, in said television game show mode of claim 1, to indicate which player has selected a letter by showing a series of icons or cartoons moving from said player's face display to the chosen letter or position.
6. A means, in said television game show mode of claim 1, to present a silhouette or other shape to represent a player participating from outside the studio, whose score is computed along with those of the studio players.